

NEWARK
PUBLIC
INFORMATION
OFFICE



City Hall, 920 Broad Street, Room 214
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Sharpe James, Mayor
Pamela E. Goldstein, Director

December 6, 1996

Mr. Frank Lalli
Managing Editor
Money Magazine, Inc.
Time-Life Building
Rockefeller Center
New York, New York 10020

Dear Mr. Lalli:

I am writing this letter concerning the unfair treatment of Newark, New Jersey in the recent edition of Money Magazine, which listed Newark as the "least safe" city in America. It is quite disturbing to be identified as such since Newark does not lead in the FBI's most significant crime categories, such as murder and assault.

Therefore, I am requesting that you provide me with a full explanation of the formula you used to conduct the survey which deduced that Newark is the least safe city in the country. I am particularly interested in the methodology you used to determine your final outcome.

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Finally, I would like clarification on the following: a profile of the 500 people interviewed; information confirming the validity of the method; methods you have used in previous similar surveys, and the sources you used to verify your information.

Thank you for your prompt attention to this matter.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Pamela E. Goldstein". The signature is fluid and cursive, with "Pamela" on the first line and "E. Goldstein" on the second line.

Pamela E. Goldstein
Communications Director

PEG/jg